

The current legal requirements (insufficient as they are) that govern Telemarketing activities are abused daily. Their incentive is pure economic: it costs very little to make the call in the first place (i.e. reduce telecommunications costs, etc) and nothing to violate the law, since the law is practically unenforceable (e.g. how to you discontinue "blank msgs" on answering machines, the result of their use of predictive dialers) or they have devised ways around it (e.g. pre-recorded calls that do not reveal the company name or offer ways to remove from their call-list, blocking caller ID, etc). In pure economic terms, they have shifted the "cost of doing business" (e.g. abiding to rigorous legal requirements, "do-not-call" lists, etc) to the consumers and the law enforcement (not unlike environmental pollution, junk fax and e-mail "spam").

It is this profiting by disregarding the law and caller privacy that must be eliminated via national-level licensing and compliance-monitoring, all costs paid by the license that telemarketing firms must have in order to practice their profession, NOT the taxpayer. This will even out the low-cost-of-entry benefits that they enjoy today at the expense of the society who bears the cost of their irresponsible and unregulated (in practice) industry.